

high and no more than four feet high.

(m) Occupancy Signs. Occupancy signs not exceeding six square feet in area. (Am. Ord. 82-137, § 3, eff. 1-21-83; Am. Ord. 87-80, § 1, eff. 7-24-87; Am. Ord. 91-125, §§ 55--61, eff. 12-20-91; Am. Ord. 2001-11, § 1, eff. 3-18-01).

SECTION 13-911. PROHIBITED SIGNS.

(a) Compliance. Any sign not erected or maintained in accordance with the provisions of this article is prohibited.

(b) Signs Over Public Property. No sign, except single-faced signs which are placed parallel with and flush against the face of the wall of the building to which they are attached, shall be permitted to extend over any street or right-of-way except as otherwise provided in Section 13-913 and 13-914 of this article, or when authorized by the City Council for placement on the Fulton Mall between Tuolumne and Inyo Streets.

(c) Signs on Public Property. Signs are prohibited on any utility pole, traffic signpost, traffic signal, official traffic-control device, traffic guidepost, or traffic signpost. With the exception of signs authorized by the City Council to be placed on the Fulton Mall between Tuolumne and Inyo Streets, no person, except a public officer in the performance of a public duty, shall affix by any means any form of sign, other than an open house directional sign, on any public property or within the public right-of-way.

(d) Signs Constituting a Traffic Hazard. No person shall place, maintain or display at a location visible from any street any light of any color of such brilliance as to blind or dazzle the vision of drivers upon such street, nor shall any light or sign be placed in such a position as to prevent the driver of a vehicle from readily recognizing any official traffic sign or signal. No person shall place, maintain or install any sign which simulates or imitates in any degree whatsoever the appearance of any traffic sign or signal, or which makes use of the words "STOP," "GO," "SLOW," "DETOUR," "TURN HERE," "DANGER" or any other words, phrases, symbols or characters in such a manner to interfere with, mislead or confuse traffic.

(e) Signs on Doors, Windows or Fire Escapes. No sign shall be installed, located or maintained so as to prevent free ingress to or egress from any door, window or fire escape. No sign of any kind shall be attached to a standpipe or fire escape, except those signs required by other codes.

(f) Animated or Moving Signs. Balloons, strings of ornamental fringe or multiple pennants and signs consisting of any moving, swinging, rotating, flashing, blinking, oscillating, or otherwise animated display or surface, or any portion thereof, are prohibited, except for public information signs, commercial electronic variable-message signs not visible from a public street, or commercial electronic variable-message signs visible from a public street but which continuously comply with the applicable standards set forth hereinbelow:

(i) A conditional use permit shall be required, and each sign proposal shall be referred to the City Traffic Engineer for review and comments prior to the issuance of such permit.

(ii) Proximity to and visibility from any freeway shall be governed by Section 13-1004.

(iii) The intensity of the sign lighting shall not exceed 100 foot Lamberts (FT-L) when adjacent to streets which have an average light intensity of less than 2.0 horizontal footcandles and shall not exceed 500 FT-L when adjacent to streets which have an average light intensity of 2.0 horizontal footcandles or greater.

(iv) No portion of the sign shall encroach into a public right-of-way.

(v) Such signs shall be programmed so that they will have a copy display limited to a minimum duration of four seconds and a maximum duration of six seconds.

(vi) Such signs shall be programmed so that there will be an unlighted interval between copy displays of one second or more.

(vii) The size and height of an on-site sign shall be limited to the square foot allowance and height for on-site signs as prescribed in Chapter 12 for that zone.